

Unit 3 - Using Social Media in Business



Social Media Sites - Business Use

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JD Sport



Netflix (Media Centre)



Creating an image or brand

- This is about associating the product in people's minds with the kind of image the company wants to portray
- For instance, if promoting a healthy or sporty lifestyle brand this will be reflected in the image.
- The goal is to attract the correct target market and to think positively about the product or service



Business Profile

How the business describes itself to visitors

The screenshot displays the Facebook business profile for Sainsbury's. The profile header includes the Sainsbury's logo, the name 'Sainsbury's' with a verified badge, the handle '@sainsburys · Retail company', and a 'Shop on Website' button. Below the header is a navigation bar with tabs for Home, Photos, Videos, About, and More. The 'About' tab is selected, and the 'About' section is highlighted with a red box. This section contains two paragraphs of text: 'Welcome to Sainsbury's. Helping everyone eat better, one plate at a time.' and 'For 150 years Sainsbury's has been passionate about quality food for all. Our mission is to help everyone eat better and our Facebook channel is here ... See more'. Below the 'About' section, there are statistics showing 1,727,651 likes and 1,677,460 followers, along with a link to the website 'http://www.sainsburys.co.uk/'. The right side of the page features a 'Create post' button and a 'Photo/video' upload option. Below this, there is a post from Sainsbury's dated January 19 at 12:00 PM, featuring a photo of 'Dirty fries, but make it... Vegan' and a link to a shopping page.

Sainsbury's 
@sainsburys · Retail company

[Shop on Website](#)
sainsburys.co.uk

Home Photos Videos About More ▾

Like Message

About [See all](#)

 Welcome to Sainsbury's. Helping everyone eat better, one plate at a time.

 For 150 years Sainsbury's has been passionate about quality food for all. Our mission is to help everyone eat better and our Facebook channel is here ... [See more](#)

 Photo/video  Check in  Tag friends

Sainsbury's 
January 19 at 12:00 PM · 

Dirty fries, but make it... Vegan 🌱🍟🍷

 Click here to shop: <http://spr.ly/6185K6rvd>

**Fully loaded
dirty
fries**

Advertising Promoting Products and Services

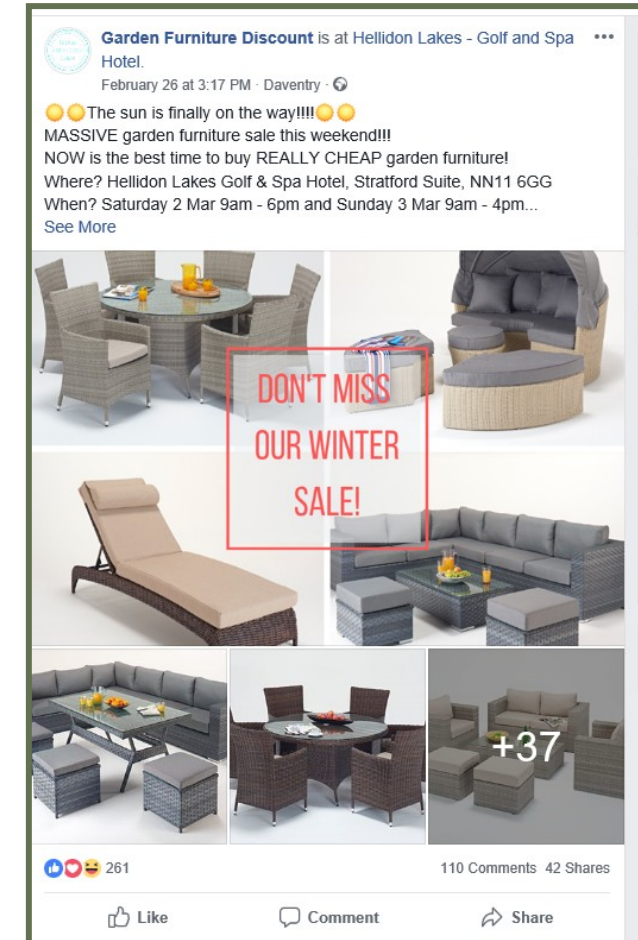
- Businesses can set up free profiles on social media platforms
- They use them to promote their products and services and describe their businesses to customers
- They will post interesting content that their followers interact with by commenting, liking or sharing



Advertising

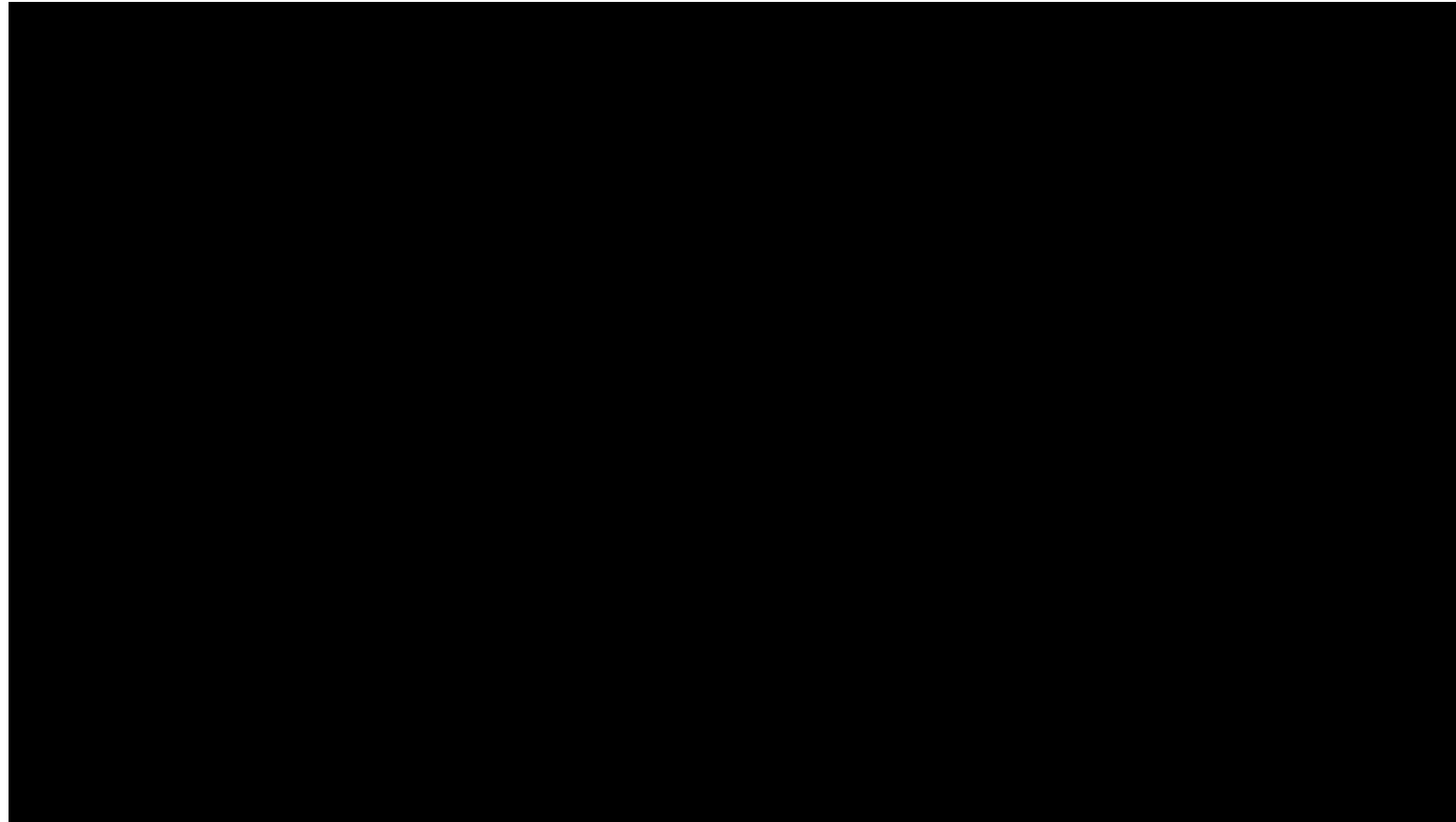
Paid for adverts (Sponsored)

- Social media platforms earn their money by offering businesses paid advertising
- Facebook - sponsored adverts that users see on their timeline/newsfeed
- On Twitter – paid for tweets - promoted tweets that appear in your feed among the tweets from people you follow
- Adverts are tailored to particular demographic criteria (age or gender), and to the user's recent internet search history



Advertising

Paid for adverts (Sponsored)



Using Social media to advertise (sponsored)

- Question – look on your social media newsfeed. What adverts are appearing?

Advertising Direct and Indirect Advertising

Direct Advertising

- Where business uses adverts which tell you to buy their product or sign up to their service
- Direct approach – simply telling you what that product or service is in the hope you will purchase

Indirect Advertising

- More subtle approach
- Not directly selling through that particular post, but posting content that would be of interest to the target audience
- For instance – posting content to related issues - perhaps a sportswear supplier showing a video clip of a recent sporting event
- Sponsorship – e.g. sponsoring a TV programme
- Creates a positive attitude towards the product or service

Advertising Using the Customer's search history

- Businesses will pay to have adverts placed on a social media user's site (newsfeed/twitter feed).
- It will display products or services that a customer (or potential customer) has previously searched for on that business's website. The advert will provide a link back to the website from the advert
- The aim is to remind users of items they have looked at but not yet purchased
- It is using a user's previous site search history to target adverts

How ads follow you around the internet

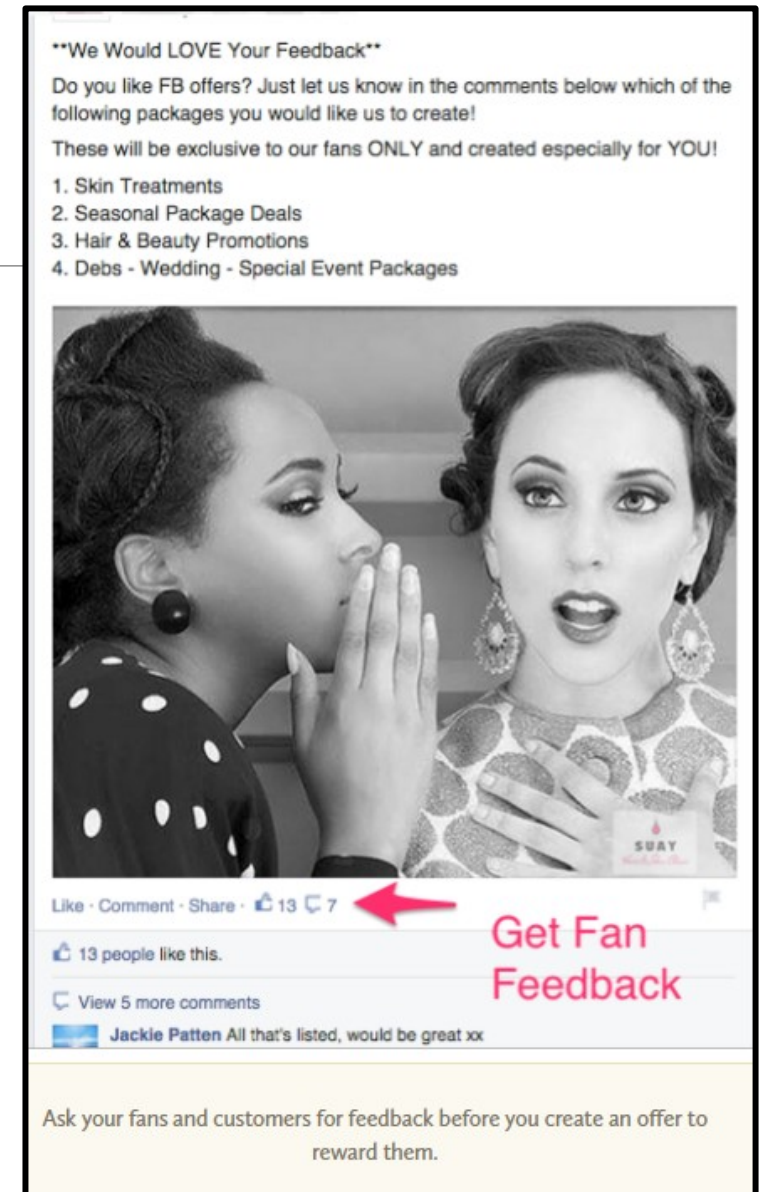
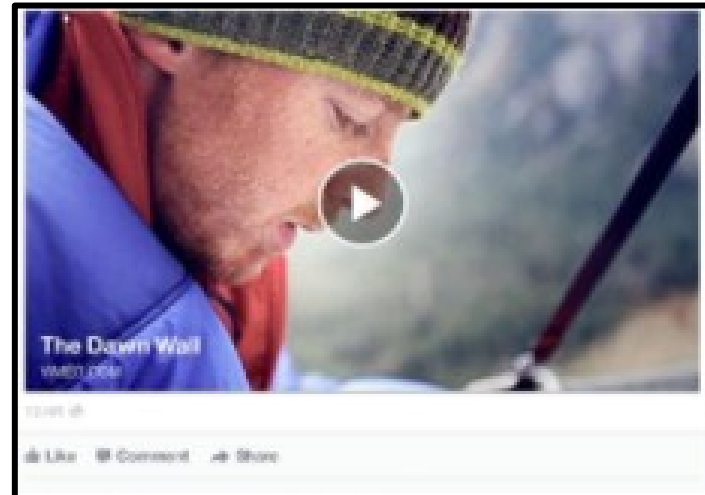


How ads follow you around the internet

- Question – search for a product on the internet, and then go to one of your social media sites. Is that product appearing as an advertisement?

Content Formats

- Text
- Images
- Video links
- Polls
- Quizzes



Content Formats

- Text alone is not very eye-catching – and you must proof read and check grammar!
- Where possible, including images will help to make a post more noticeable – but use good quality images
- Video is very popular but producing good quality video is time consuming.
- Poor quality images or video will damage the company image.
- Appropriate links to further enhance the user experience – especially to company website
- Facebook provides a number of apps including polls and quizzes – encourages participation

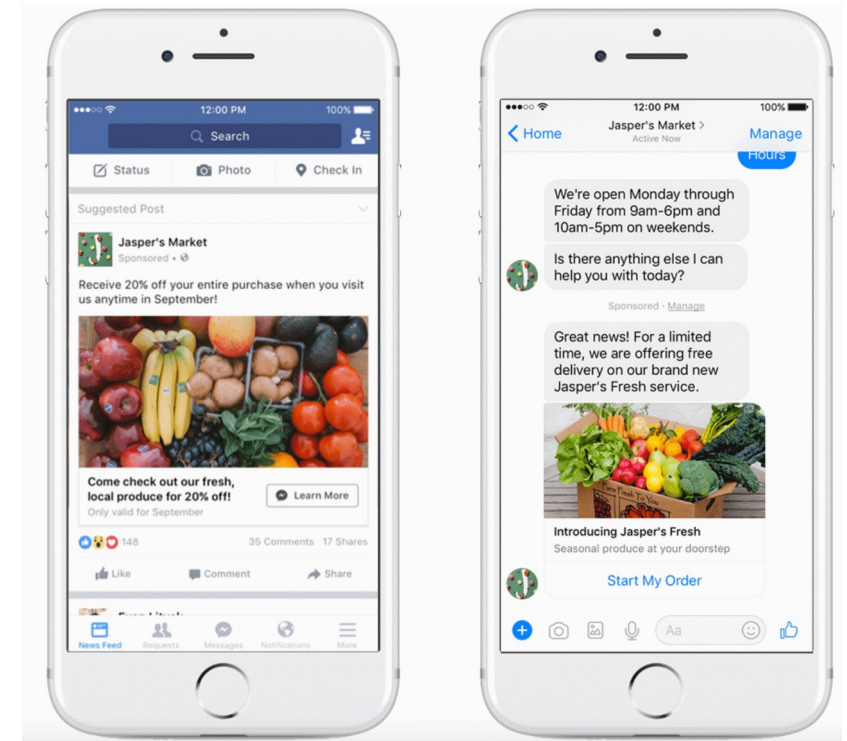
Types of Post

- Information
- Promotion
- Humour
- Special offers



Mobile Device Integration

- Most social media platforms have mobile versions of their sites – e.g. optimised for smaller screens so that people can use them on the move
- Allows users to locate local services while they are on the move so mobile device integration is very important to businesses (e.g. if you are out you might want to search for a nearby restaurant or coffee shop)
- Location services are important for this – location related information



Activity

Activity 3 – How businesses set up their social media website and post content

This work can contribute to your assignment for Learning Aim A (3.1)